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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors: Bhavesh Mehta, et al.

Confirmation No.: 4272

Serial No.: 10/648,599

Examiner: Carlson, J.

Filing Date: August 25, 2003

Group Art Unit: 3622

Title: SELECTING AMONG ADVERTISEMENTS COMPETING FOR A SLOT  
ASSOCIATED WITH ELECTRONIC CONTENT DELIVERED OVER A NETWORK

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

Enclosed is a copy of Information Disclosure Citation Form PTO-1449 together with copies of the documents cited on that form, if needed. Pursuant to 37 C.F.R. § 1.97, the submission of this Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed as an admission that the information cited in this statement is material to patentability.

Pursuant to 37 C.F.R. § 1.97, this Information Disclosure Statement is being submitted under the following (as indicated by an "X" to the left of the paragraph):

☒ 37 C.F.R. § 1.97(d). If so, then this Information Disclosure Statement includes the following:

☒ A statement pursuant to 37 C.F.R. § 1.97(e)

☒ 1.97(e)(1) The undersigned hereby states that each item of information contained in this information disclosure statement was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this information disclosure statement; OR

☒ A check for \$180.00 for the fee under 37 C.F.R. § 1.17(i) for submission of the Information Disclosure Statement.

02/23/2006 CCHAU1 00000081 10648599

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It is respectfully requested that the cited documents be considered and that the enclosed Information Disclosure Citation Form PTO-1449 be initialed by the Examiner to indicate such consideration and a copy thereof returned to applicants.

Throughout the pendency of this application, please charge any additional fees, including any required extension of time fees, and credit all overpayments to deposit account 50-1302.

Respectfully submitted,

HICKMAN PALERMO TRUONG & BECKER LLP

Dated: February 17, 2006

  
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Christopher J. Brokaw  
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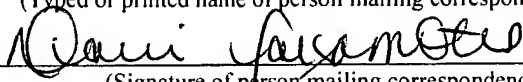
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# INFORMATION DISCLOSURE CITATION IN AN APPLICATION

(PTO-1449)

ATTY. DOCKET NO.  
50269-0558

SERIAL NO.  
10/648,599

APPLICANT:  
Bhavesh Mehta

FILING DATE:  
August 25, 2003

GROUP:  
3622

## U.S. PATENT DOCUMENTS

Exam. Initial*	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM/YYYY	Classification
		Number	Kind Code <sup>2</sup> (If known)			
		2003/0028432	A1	Troyansky et al.	2/2003	
		2003/0135460	A1	Talegon et al.	7/2003	
		2003/0149618	A1	Sender et al.	8/2003	
		5,933,811	A	Angles et al.	8/1999	
		6,253,189	B1	Feezel et al.	6/2001	
		6,760,916	B2	Holtz et al.	6/2004	
		6,928,414	B1	Kim	8/2005	

## FOREIGN PATENT DOCUMENTS

Exam. Initial*	Cite No. <sup>1</sup>	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (If known)				
		WO	03/052651	A2	Koninklijke Philips Electronics N.V.	06-26-2003		

## OTHER ART – NO PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	Translation <sup>2</sup>
		“Notification of Transmittal of the International Search Report and the Written Opinion of the International Searching Authority, or the Declaration” for related/corresponding PCT International application No. PCT/US05/08230, 10 pages.	
		Current Claims, PCT/US2005/008230, 4 pages.	

Examiner Signature	Date Considered
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup>Unique citation designation number. <sup>2</sup>See attached Kinds of U.S. Patent Documents. <sup>3</sup>Enter Office that issued the document, by the two-letter code (WIPO Standard S.3). <sup>4</sup>For Japanese patent documents, the indication of the year of reign of the Emperor must precede the serial number of the patent document. <sup>5</sup>Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup>Applicant is to place a check mark here if English language Translation is attached.

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